

Measure Leadership Effectiveness with the Hogan 360

The Hogan 360 powered by PBC is a comprehensive multi-rater feedback tool designed to help career-minded individuals and leaders at any level of an organisation gain a better understanding of how they are perceived by managers, peers, direct reports, and others.

The four quadrant Hogan 360 Leadership Model represents a comprehensive, generic and global set of competencies that allow the measurement of a leader's performance and behaviour. Many organisations customise the Hogan 360 to reflect their values, strategy, and leadership competency framework.



Accurately measure leader's reputation With strong technical validity & reliability	Build leadership knowledge With universal leadership model	Compare & contextualise scores With global & industry benchmarking	Prioritise development areas With top strengths & opportunities
---	--	--	---

7 POINT SCALE	669,000+ EVALUATED GLOBALLY	20 MINUTE COMPLETION TIME
	64,000+ HOGAN 360s COMPLETED	
30+ BENCHMARKED COUNTRIES	50 STANDARD VALIDATED SURVEY QUESTIONS	5 JOB LEVEL BENCHMARKS
4900+ CERTIFIED PRACTITIONERS	24 LANGUAGES AVAILABLE	
33 BENCHMARKED INDUSTRIES	30 COMPETENCIES	19 ITEM BANKS 350+ ITEMS

Turning Multi-Rater Data into Meaningful Insight

The Hogan 360 provides a clear, research-grounded view of how leaders are experienced by those around them. Scores are contextualised using global benchmarks, enabling meaningful comparison, prioritisation, and development planning.

Name Maria Sample	Benchmarking your score					
Score 6.4	By researching the results of thousands of managers, the benchmarking cutoffs are as follows:					
No. of Raters 13	Percentile	10	25	50	75	90
	Mean	5.1	5.4	5.7	6.0	6.2

Product Specifications

Survey Structure

- 15-20 minute completion time
- Open ended questions
- 50 Rate-on-scale questions
- A 7-point scale with clearly defined global benchmark percentiles
- Tables showing strengths and opportunities relative to the global benchmark
- Written text including identification of any derailers

Global Database

Over 64,000 leaders across the globe

Customisation

- Your brand
- Mapping to your competency model
- Custom interpretation resources
- Available in 20+ languages

Interpretation Resources

- Technical Manual
- Development Activities Guide
- Feedback Guide
- Debriefing & feedback videos
- Consulting support

Research

- White papers
- Thought leadership
- Case studies

Complimentary Online Certification

Applications of the Hogan 360



The Hogan 360 can be applied at the individual, team, cohort, and organisation levels using a consistent leadership model and global benchmarks. This flexibility allows organisations to address immediate development needs while also generating robust insight to inform succession, talent strategy, and broader leadership initiatives.